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POTTERY & GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK

FINE TABLE GLASSWARE

No illustration
can do justice
to this line.
It must be seen.

A complete
assortment of
new goods.



Is always on
view at our
various
salesrooms.
It is there
for your
convenience.
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IT'S THE QUALITY THAT MAKES THE DIFFERENCE CENTRAL GLASS WORKS WHEELING, W. VA.

Manufacturers of LEAD
BLOWN, PRESSED AND
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BLOWN AND PRESSED
TUMBLERS, DECAN-
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HOTEL, CLUB AND
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The decorated China has
an additional stamp
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Haviland & Co.
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NEW YORK



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29 BARCLAY ST.
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DECORATED—THIRTY PATTERNS—
DINNERWARE

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Sweden

Kosta Crystal

Sweden

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A decidedly new departure in the glass line.

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Chicago Office: HARRY WARMAN, 1532 Republic Building

POTTERY & GLASS

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Competition and Price Cutting

THESE ARE THE TWO "BUG-A-BOOS" OF EVERY UNSUCCESSFUL BUSINESS—THE SUCCESSFUL MEN DON'T MIND COMPETITION AND THEY MAINTAIN THEIR PRICE.

SOMETHING is wrong in the sales department, not only in our line of business, but in many other lines. Leaks in the manufacturing, leaks in expense and other departments are being stopped almost every day but hardly make an impression because the men behind the guns in the sales department are making concessions on individual transactions in excess of the average net profits on all sales, and still worse, many of these sales are made by underhand methods or for the purpose of preventing some competitor from getting the business.

Think of a man spending money and time to secure business representing an actual cash loss of from five to ten per cent. Where is the line of goods that will pay a profit of itself and carry the burden of a loss on some other lines?

Think of a man seeking business at a loss in order to prevent a competitor from getting the business. In ninety-nine cases out of a hundred such a course is inspired on account of an imaginary grievance or a cut price to his customer, all growing out of a lack of candor among competitors.

Why not operate on broader lines? Instead of regarding competitors as conspirators against us, give them credit for trying to make an honest living in a great field. If they prove unworthy, forget it and pursue the policy we have mapped out. Should they persist in cutting our published prices we may follow to our cost line, at which point we will pass the business, and they being a cut-price house will have to go still lower or below to get the business.

The adoption of the published price policy carries with it almost a total disregard of petty reports of cut prices or unfavorable information of individual competitors.

We should never single out and make war upon some individual competitor. Every bit of energy, every bit of time and thought, every dollar spent with the purpose of injury to a competitor, can be safely closed out with interest to bad accounts. Let us become reconciled to the fact that we have now and always shall have competitors and that the proportion of business as between competitors will not be

materially changed on account of cutting prices, as competitive houses will invariably meet the price just as we would do possibly to the extent of selling at cost.

Keep in mind the fact that your competitor is just as anxious to make money as you are. In attempting to meet your price (if you are not a one-price house), he is shooting in the dark and is just as likely to be too low as too high. If too high, he gets another chance without extra charge; if too low, he gets the business. Why not put the target out in the open? If your competitors are foolish enough to continue too low, if necessary the target can be placed on the ground when they still have the privilege of going lower, but in that case do not follow. The man that sells below his competitor will bury himself.

In many cases the weakest element in a market will be found to be some of the largest and strongest institutions in the business. Institutions that cannot plead "forced sales to realize;" institutions possessing to the greatest degree an organization equipped to furnish all the information necessary to produce competent salesmanagers. Does this not suggest or prove that there is some vital element or principle lacking among what is supposed to be the best equipped salesmanagers? Notwithstanding all the information which these salesmanagers are in a position to secure through the various departments of the best institutions, these same salesmanagers are as ready in many cases to depreciate the value of their product as the smaller institution.

The merchant that is ignorant of cost is a menace to profitable merchandising, but the large institutions, who by reason of their financial ability and distributing, as they do, the major portion of the product, should not expect the small operator or salesman or broker (who has nothing at stake except that which sticks to him in the process of passing from producer or purchaser), to sustain a basis of values which they themselves do not recognize and authorize their salesmen to disregard if conditions for the moment appear to warrant their doing so to effect a sale.

The two requisites that enter into successful mer-

chandising are, first, the perusal of the policy that by reason of its fairness will appeal to the largest possible number of desirable customers, increasing year after year, each succeeding year adding new names to the customers' list and increasing the loyalty of old ones as they become impressed with the advantage of the policy. Second, sell only the best product, misrepresent nothing and secure the best price consistent.

No merchant will come within the requirements of the first requisite so long as his price discriminates between competitive customers on like amounts and conditions, because to do so is, as manifestly unfair



A Pair of Vases in the French L'Art Nouveau Style

as many forms of double dealing that would forfeit all claim to confidence and the principle of like consideration to all should be the integral part and foundation stone of the policy of the successful salesman—ager seeking or deserving the entire confidence of the trade.

At the present time the desired results are sought by methods differing in detail but in the main uniform in one respect, namely, authority to any salesman in any individual transaction to disregard published prices and take the business at such price as he sees fit to make or has been authorized to make if necessary. As stated, this is unjust in that it discriminates between customers; furthermore it is essentially destructive to good salesmanship and is responsible for practically all of the ruinous prices that follow light demand and breeds contempt and ill-feeling towards competitors.

There is no use worrying about conditions without at least attempting to analyze the situation, locating the cause, and if found, apply the remedy. Who is responsible for the needless sacrifice in marketing merchandise as staple as ours. A careful analysis as to the cause of demoralized price will convince any one that there is no question but the salesmanager is responsible and clearly to blame for the needless sacrifice. But it is owing to the method of selling rather than through lack of technical knowledge of manufacturing or some other distinct branch of the business.

Demand For Glassware in China

The Introduction of Modern Methods in this Old Country is Gradually Making the Use of All Forms of Glassware a Necessity.

THE use of glass in China in various other forms than window glass is becoming even more general than the use of window glass, and in this line of goods the increase can not be properly measured by the imports of glass and glassware, writes Consul General George E. Anderson from Hongkong, though they are significant, for the reason that all over China glass factories have appeared and are increasing their output in volume and in the variety of products. There is scarcely a principal port along the southern coast and the Yangtze Valley without a flourishing factory, while some of these factories, notably those at Hongkong, Canton, Swatow, Amoy and at various points along the Yangtze, not only are supplying local needs in their respective lines but are exporting increasing quantities of their products to other Chinese ports and in some cases to other countries.

The principal articles now being manufactured are bottles and lamp chimneys. The demand for lamp chimneys of various sorts exists all over China—in parts where a foreigner is never seen and where the chief, if not the sole, connection with foreigners is in the sale of American or other kerosene and the use of foreign kerosene lamps. At one time the whole supply of such goods was imported, chiefly from Japan. The volume of imports on the whole has remained about the same for several years, the immense increase in use of such articles being supplied by local factories.

In 1911, in keeping with the general falling off in most imports due to the revolution, the imports of glass and glassware of these classes were valued at \$636,960. Imports into Hongkong for local use and for supplying trade to near-by ports represent additional imports into this field of perhaps 25 per cent. of those above given. There is no means of indicating the proportion of the various kinds of glassware imported into China from the customs figures. The imports from various countries, however, reflect in general the particular industries of such countries. Most of the imports of cheap glassware, such as cheap tableware, cheap colored glass vases so popular among the Chinese, and the like, come from Bohemia, with some goods from Holland.

The better class of tableware is imported from Great Britain, France, and Germany. Belgium and Germany furnish various other articles, including cheap mirrors. Japan furnishes great quantities of lamp chimneys and similar goods, bottles, and cheap glass ornaments.

Cox & Lafferty have engaged S. H. Correll, formerly with Butler Brothers, to manage their cut glass and crockery departments.



Delft tiles, middle of XVII century

How Sales are Made

MERCHANDISE, FACTS, PLUS A COMMERCIALY APPLIED IMAGINATION IS THE SALESMAN'S ROUTE TO INCREASED BUSINESS—THERE IS NO OTHER ROYAL ROAD

BY FRANK MARQUARD.

A GOOD many business men attempt to ossify imagination by posing as the original hard-head along severely practical lines. We've all seen examples of these he-frumps, and the classical Gradgrind pose they take in dealing with "facts, sir, practical facts." Well, facts are stubborn things, and sometimes they are silly, but is there a successful business to-day that owes its position to facts alone? I doubt it. It has to follow the verities; yes, but it uses the flowers of fancy—the imaginative viewpoint—that takes your dull, prosaic fact and makes it shimmer like a rainbow with desirability. And it is this selfsame quality of imagination that is the greatest asset a home goods salesman can have to successfully deal with the public.

Over and over again the advice is given to the salesman: Know your merchandise, because if you know it, know how good it is, how it is made, etc., you can tell the customer just what he or she is buying. And there's no denying this advice is good, but are you to stop there? This analytical information is good in that the prospective buyer is given the basis of value of that he wishes to purchase, to convince him he is getting his money's worth. But you have to do this in any event, it being a necessary element to the transaction.

There is another phase, the idealizing of the purchase to the personal service of the buyer, the part it brings to its future environment, what, for want of a better term, may be called the romance of its use and its proper place.

The ultra practical hold this is unnecessary, that the personal, every day usage of an article is sufficient warrant for its purchase. They are partly right, but only in part. A sale should pave the way to a pleased customer, and the salesman of imagination has the better equipment to bring this about than the chap who lacks it.

The salesman who can make his customer see the cut-glass, pottery, brass-goods, china centrepieces or whatever be the article under discussion, in its proposed setting, the customer's home; who uses its

colors, decorative design or pattern lines, to add to its desirability and home atmosphere, surely increases the value of that merchandise in the eyes of his audience.

By the same token he will come nearer to selling it and making the customer pleased with the purchase.

This is illustrated by the little story your friend relates regarding some addition to the home, the den, or dining room, that has been bought, perhaps recently, or at a year's earlier date. He, or she, recounts some feature or characteristic of it, learned, in all probability, at the time of its purchase, and this intimate information that is now detailed to you, the guest, gives it a sentimental, personal or historic value to its owner.

The chance is good that the salesman responsible for the sale had more than kiln dried facts tabulated in his active gray matter, and when the opportunity presented itself he deftly and quickly consulted the card index and handed out the all-persuasive dope. The three "graces" in selling, virtues that ought to be in the mental equipment kit of the salesman, who really aspires to the title in its successful sense, may be thus catalogued, *facts, imagination, tact*.

Glass that Won't "Fly"

THE advent of the motor car and the almost universal use of the glass window screen has resulted in the discovery of a formula for making a glass that will not "fly" when broken. A sheet of specially selected clear celluloid is placed between two sheets of plate glass, and the three sheets, after a patent treatment, are hydraulically pressed together. The result is a sheet of glass which is for all practical purposes as clear as the best sheet glass. A two-pound weight dropped on it made the glass bulge out on the opposite side and made a star design of the familiar type, but the glass did not scatter. The invention will be of inestimable commercial value, as in burning buildings, railroad wrecks, etc., flying glass causes the major percentage of the minor accidents.

The Personal Element in Store Advertising

A PROMINENT advertising expert in speaking before a society of retail merchants, recently, had this to say regarding the elusive personal element in store advertising:

"Is there a personality behind the mechanism of structure of the ordinary department store advertisement? Does it possess individuality?" In answer to this question he said such was very seldom the case. "It is a catalogue, and too often a dry one," he continued. "The only things in it that ordinarily attract attention are the prices. Where these are below the average the ad will, of course, attract attention, but there is nothing in itself essentially attractive.

"Take up an issue of a Sunday newspaper. It is

have become as familiar with those arid acres of printer's ink as with the sky.

"When you enjoy the reading of a good story—a good one—you always show enough interest when opening the covers of a magazine to scan the table of contents.

"If there happens to be a name there you know, you take the time to read the story, no matter how busy you may be; it is because you like the style of that writer—you like the *personal* style of that writer; you like his *personality*, manifested in his writings.

"The same thing holds good in advertising. Put your individuality, your personality, into your advertisements, and you will soon discover that people will look for your ads.

"To do this one must use forceful, plain, easy-going language. Have your own style and individuality. Your readers—the general public—will soon become acquainted with you.

"Do not try to obtain this characteristic style by using words two inches long. Remember such use of words does not show superior knowledge of the language or high education. It looks suspicious, and some people might accuse you of making a practice of looking for big words in the dictionary.

"The briefest, the simplest words are always the best, especially when writing advertising. Forceful, interesting language, put into printer's ink, always 'reaches the spot.'

"Give character to your ad by paying strict attention to outward appearance. Put your stamp of individuality on it.

"This can easily be accomplished by using a characteristic border, name-plate, or some design, and will become well known to the public.

"It is a mighty good thing to change the copy daily, but do not change the border, neither the name-plate. The more they are used the more valuable they will be, provided they are good and sufficiently attractive in the first place."



A Distinctive Electric Portable made out of a pottery vase

loaded down with advertisements. The only thing remarkable about them, as a rule, is the space that they occupy, and the indistinctiveness of their details. They are like the outside of an unfinished building. We know that there is value there for the materials consumed in its erection, but of the artistic individuality or indistinctive personality we are unable to discover a trace. From day to day, from week to week, from month to month, the same bargains are offered, the same inducements are held out; the same store has a monopoly of the fashions—or the advertisement seems to insinuate as much—and the public

Labor Saving Devices in the Pottery Field

MODERN labor saving appliances, the product of American inventors, are finding a fertile field among the pottery plants of this country and in many cases the results have been equally satisfactory to both the manufacturer and the potter. The decorating machine has found a place in the equipment of several of the western plants, and they have greatly increased the output of decorated ware in each instance. A scouring machine is being installed in three other potteries, which the manufacturers assert will decrease the number of "thirds" by over 75 per cent. It requires but two women to operate this machine, the production capacity of which is calculated to keep two dippers employed steadily with less than 8 per cent. of the labor now required. Surely the inventor is doing his utmost to keep the cost of production down, which should help in these days of high prices.

Pointed Paragraphs for the Business Man

WE ALL "KNOW BETTER" BUT WE FREQUENTLY FORGET AND IT IS SUCH HINTS AS THE FOLLOWING THAT PUT US IN THE MOOD OF THINKING

GET permission to print in your advertising the testimonials of the people who have used your goods and liked them. There's no better advertising when the users are known to your trade.

The mail order houses get their business by asking the farmers to buy from them. Are you asking the farmers for their trade as often as the mail order houses are?

If a salesman fails to make money for you, it is largely your own fault. Teach him how to work and give him work to do if you want to make him profitable.

The man who thinks that HIS business is an exception to the general rules for business building has not tried to apply those rules to his own store.

If you can't deliver cheerfully all goods ordered delivered, cut out the delivering altogether.

Advertising isn't like buying a ticket in a lottery and then waiting to draw a prize. It's like buying a bond and then waiting for time to clip a coupon.

When a business man looks as if he were making money he increases the chances of his making it. Prosperity breeds prosperity.

Everybody connected with the store forgets once in a while and nobody ever forgets so that the store makes money by it. Get a check on your cash system.

Make it easy for the people to have the Christmas gifts they buy at your store this year delivered from the store. It will increase your sales.

The store that always has all the latest goods in its line that are advertised in the magazines gets the trade on those goods and on its other goods beside.

The general advertiser is looking for ways to help the dealer to sell more goods. When you see a way that he can help you, tell him about it.

The merchant who reads no trade papers is a merchant who is almost sure to be going backward in his business. He certainly cannot be going ahead perceptibly.

Give every traveling man a chance. To turn him down unheard is perhaps to lose the best proposition of the season.

It is better to refuse to deliver goods at all than to deliver them in an unsatisfactory way. What is worth doing at all is worth doing well.

It is a good plan to offer bargains, but it is well to remember that unless there are some bargains for the seller as well as for the buyer, the business cannot prosper.

The man who thinks that he can learn all he needs to know about business without any outside help forgets that two heads are better than one.

If you find that you cannot get time in the store to

read your trade papers carefully why not take them home with you. You certainly need to read them.

Every dollar you spend each year for trade papers ought to pay you a return of ten or even a hundred dollars. If it fails to do so, the fault probably lies with you.

The salesman who spends his half day off sitting around a smoky hotel or clubroom will go back to work worse off than as if he had not had the time off.

How do you know you don't want any of the drummer's goods unless you look them over? He may have the very thing you are looking for.

Be careful how you under-estimate your new competitor. Just because he has little money and a small stock, that is no sign that he may not have lots of business-getting ability.

Do you want to know what will be of great value in helping you to build up your business and yet will not cost you a single cent to use? It is cordiality.

The more lines of goods you can handle well, the more customers you will have. But remember to handle *well*.

If you are cold-blooded in your way of handling customers, don't be surprised if the customers fail to get warmed up about buying.

The grouchy employer must expect grouchy salespeople and grouchy employees will make a grouchy employer.

Salespeople can help the management by finding out what has brought customers in to buy, whether certain advertisements have pulled well or not.

Do people get waited on right away when they come into your store or do they have to stand around until half of their buying inclination is gone before they have a chance to buy?

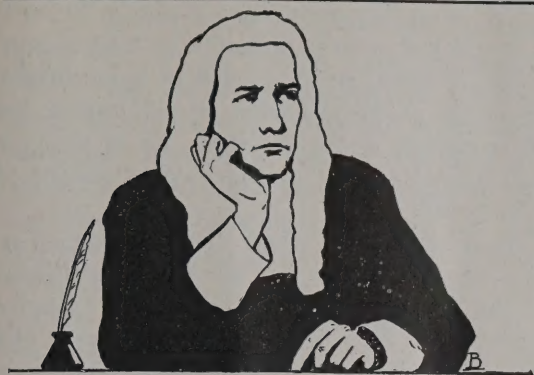
It is a wise salesman who knows what not to say and when not to say it.

Display of Famous Pottery

POTTERY works from the palace of Haroun al Rashid, of the Arabian Nights' fame, are being exhibited at the present time in the store of the Joseph Horne Company, Pittsburgh, Pa. The potteries represent the work of the Persians during the eighth and until the close of the thirteenth century. They are from the excavations of Rajiis and Suntanbad, towns taken in the thirteenth century by the Mongols. The inhabitants, so history tells us, when they were forced to flee, buried their precious pottery ware and hurried to the mountains. The pieces are of the finest kind and have not, even to this day, been duplicated. Large crowds have seen the exhibit and have expressed great admiration.



Representative examples of Pate sur Pate ware done by M. L. Solon at the studio of Minton's Ltd., Stoke-on-Trent, England. The pieces to the right are called "Masks and Grimaces" and the one to the left is known as "The Spartan Girls Wrestling Before Lyncurgus."



Practical Law for the Buyer and the Seller

This department is devoted to a discussion of the various legal matters that constantly confront the man in business.

Written by Elton J. Buckley.

When Forfeits in Contracts Will Be Enforced

EVERY once in a while a commercial man, about to engage in some mercantile transaction, take a partner or employ somebody, will draw up his own contract in order to save a lawyer's fee. As a matter of fact, the lawyer will often make considerably more money out of the complication that the home-made contract causes, than he would have charged to write the contract in the beginning, so that this form of economy is apt to be in the lawyer's interest instead of against it. That, however, is merely parenthetical to what I started out to say.

Almost always the business man who writes his own contract includes in it a provision that if the other party violates it he shall pay a considerable sum as forfeit. He is apt to make this sum pretty large in order to safeguard himself, and if the other party signs he feels that he has achieved something and is apt to have a sensation of perfect protection.

Under some conditions the courts will enforce this forfeit, in case one party defaults, and under other conditions they will not enforce it. The object of this article is to make clear when they will and when they won't, so that the business man who writes his own contract may be spared the bother of writing something that isn't worth the paper it is written on. Also that the man who signs somebody else's contract with such a provision in it will know something of his status.

A proviso in a contract binding the party who defaults to pay a certain sum to the other party, is in there either as a penalty or as liquidated damages, and is known to the law under those terms. If it is there as a penalty it will never be enforced, but if it is there as liquidated damages it always will be. That is the difference and its importance is evident.

A penalty is in the contract not for the purpose of paying the injured party the damages which he suffered by the other party's default, but to punish the latter for violating it. The law does not believe in punishing the defaulting party to a contract, further than by making him pay the other party the damages the default has cost him. That is why this provision in a contract, if the court says it is a penalty, will never be enforced.

If it is in there as liquidated damages, however, it will always be enforced, because it follows the fundamental legal principle that the defaulting party to a

contract *should* pay the damages which the other party has suffered through his breach. Liquidated damages means ascertained or estimated damages, and when a contract contains such a provision the parties are assumed to have figured out what their actual damages would be, if one defaulted, and to have named the sum they did name to cover those.

The chief difference between the penalty and liquidated damages is in the size of the amount and the relation it bears to the case and to the damage which would likely be sustained if one party defaulted. If the forfeit set forth in the contract is somewhere near the probable damages, it will be enforced as liquidated damages, but if it is several times the greatest possible damage, as is usually true in home-made contracts, it will be considered a penalty.

I remember a case in which a man contracted to buy a number of sheep at a fixed price per 100 pounds. The buyer drew up his own contract and provided that if the seller failed to deliver he should forfeit \$1,000. The buyer thought this a particularly shrewd move on his part, and was heard to remark that there would be more money in the contract broken than in the contract kept. The seller for some reason failed to deliver the sheep and the buyer confidently presented a bill for \$1,000. The seller refused to pay and was sued. The court set the whole \$1,000 provision aside, and said that it was obviously in there only as a penalty and would not be enforced, as the buyer of the sheep could not possibly have lost any such sum by the seller's default. The court merely allowed the buyer to recover the damage he could prove he sustained, which was the difference between the price at which the seller had agreed to sell him the sheep, and the price at which he had to go out in the market and buy them.

In cases where the courts hold the provision one to create a penalty instead of providing for liquidated damages, they will not, as stated, enforce it, but they will permit the party injured by the other's default to prove what damage he has actually sustained, and collect that. If, on the other hand, the court holds the provision to be that for liquidated damages, no proof of damages is necessary—the court accepts the sum at which it holds the parties fixed their own damages.

The rule of the law is compensation to the injured

party for the default of the other, and that is all that will be allowed. Compensation means a sum which will cover the damages he has actually sustained and no more, and it makes no difference whether the sum named in the contract as forfeit is called liquidated damages or not, if the court finds that it represents an arbitrary sum many times as much as the real damages could be, it will be set aside.

Much depends on how easily the real damages can be ascertained in case one party defaults. If they are easily ascertained, a fixed sum set forth in the contract as forfeit will have to be very close to the real amount or it will not be enforced. If, however, it is hard to calculate the damages, and the parties have named a reasonable arbitrary sum, the courts will often enforce it as liquidated damages.

Very often in contracts by which a man sells his business to another and agrees, under a forfeit of so

much, not to re-engage in business in the same territory, the courts will enforce this, if it is at all reasonable, because it would be very hard to learn exactly what the buyer of the business would lose if the seller did re-engage in the business. So in the case where the injured party's damage would consist of lost *possible* profits.

There have been cases where the sum named as forfeit in a contract was so far *below* the actual damages that the damaged party was permitted to prove and recover more. In order to do this, however, the courts were obliged to set the sum named aside as a penalty. So that if the sum named is either far above or far below the real damages it will be overruled as a penalty, and the actual probable damages will control. In almost all cases however, the penalty will be over rather than under the proper amount. —(Copyright, August, 1912, by Elton J. Buckley.)

Choosing Your Own Special Sale

IN order to determine just what line of merchandise their customers desire at marked-down prices, the O'Neill-Adams Company, New York, hit upon the novel scheme of having "Sales By Request." The plan followed, and which could probably be used to advantage by other merchants, was carried out on the same lines as a popularity contest, which it was, in one sense of the word. For two weeks every evening paper carried an announcement of the plan and the copy contained a ballot to be clipped out and mailed to the firm. The value of this plan was two-fold, for besides enabling the firm to cater to the desires of the public in a timely manner, the carefully keyed advertisements provided a strong test of the pulling powers of the various papers, and the list of names obtained should prove of great value to them for follow-up schemes. As each ballot contained three choices the exact wants of the writer can be played up strongly. It will no doubt be interesting to note the demands of their customers as they pertain to the china, glassware and kindred lines at the con-

clusion of the voting period. While much has been said and a great deal has been written about bargain sales, until now the matter has become so hackneyed that it holds no interest even for the retailer himself and he occasionally finds himself hard put to devise some new kind of a sale in order to keep up with the procession. Of course, there are times when the bargain sale is most appropriate and very valuable to business, but these times must be picked out and selected with care, as it does not follow that merely because a merchant is able to reap well from one sale he must not set it down as an infallible rule that the same condition will result on succeeding sales. Old stock may be given new life by new and proper methods of display, but it is not always necessary or imperative to dispose of old stock by cutting prices, for this method very often creates an impression in the mind of the buyer that there is something radically wrong with the goods themselves. A staple commodity that is O. K. in every particular is worth just as much to-morrow as it was yesterday. How-

ever, if the occasion should arise when a large stock of discontinued patterns were to be found resting on the shelves, get rid of them by the legitimate means of advertising or effective window display, rather than by attempting the uncertain course of the bargain sale.

Cut out and mail this ballot at once.

Ballot No. Three

Messrs. O'Neill-Adams Co.:

I am especially anxious to have you announce a special sale of the goods mentioned on this ballot below my name and address.

Voters' names will not be published

Name.....

Address.....

City.....

First Choice.....

Second Choice.....

Third Choice.....

Indicate about what priced article will interest you.

J

It only costs but 2c to vote in this Election called

Sales By Request

A popular vote or bargain referendum by means of which the O'Neill-Adams customers will themselves decide what lines of merchandise they are especially desirous of buying at Special Sale Prices.



Copyright by O'Neill, Adams Co.

The ballot and preliminary announcement run in the daily papers.

Period Styles in China and Glassware

WITH the increasing vogue for period furnishings in the home, there is a strong call for china and glassware which will harmonize perfectly with these decorative schemes, and as a result many skilled designers are now employed by the leading manufacturers bringing out china and glass reproductions of the antique. Naturally, Colonial ware is most in demand, the prevalence of the Colonial decorative treatment being due no doubt to American ideals and the fact that its cost is not nearly so great as that of the French and early English styles. Glassware in Colonial designs is to be found in the line of nearly every manufacturer, vases, candlesticks and tableware enjoying a steady call. The decorative treatment of lamps and fixtures is also more pronounced now than in times past and the requirements of any period can be met with in many lines. Nothing is more discordant in the eyes of the decorator than a decoration and shape out of harmony with the interior furnishings. Both the china and glassware manufacturer realize this and to-day many pleasing adaptations of period shapes and decorations are to be seen in the market. One feature of fashion in china and glass that stays unchanged is the custom of having the initial, monogram or crest decorated on each piece, thus identifying the ware not only for the present generation, but making such ware an heirloom for succeeding ones.

Can't Fool Us Again, Says Denmark

King Passes Law Against Fraudulent Advertising and Arctic Explorers Will Have to Discover Something Very Original to Get the Attention of This Little State

WE don't like to do it, but we've really got to bring in Honest Abe again. . . . All right, Abe, speak: "—but you can't fool all the people all the time." . . . Thank you; we certainly ought to have learned that little statement by this time, but we occasionally do forget some of the things we should remember some of the time.

Now, then, the Danes once got fooled, some of them only, of course. And greatest among them was the King. . . . Oh, yes, they got fooled; please don't contradict us. (Old Doc Cook will kindly leave the room.) . . . There, that's better.

As we were saying, the King most of all was fooled. And he thought, did this King, that his people might get into the habit of being fooled continually, and he didn't want this to happen under any circumstances. So he called for his telescope and looked around. And he found that many of his liege subjects were being hoodwinked by a band of unscrupulous advertisers. Therefore, he passed a law relative to unfair competition and the putting before the public of untrue advertisements. And it went into effect October 1. This law, which has called forth some criticism by the merchants, has a provision that forbids more than two "clearing" sales a year by any firm. Exceptions are made, however, in case a bank-

rupt stock is to be sold or the death of a partner or owner shall cause the closing out of the business "below cost," or if a bona fide winding up of the business is undertaken, or if the place of business is to be removed to another locality, etc. If, however, any of the above exceptions can be shown not to have been true a criminal prosecution is possible. The law furthermore contains penal clauses for persons who are found guilty of using false descriptions of goods offered for sale, of employing false business names or firms in carrying on trade, and the like. So then, if you are among those who make a practice of fooling the dear public, don't go to Denmark.

The Gullibility of Art Collectors

WHO is the Chicago millionaire who paid \$10,000 for 100 pieces of porcelain spoiled by overburning in a modern kiln, under the impression he was purchasing priceless antiques from a royal table?

"The manufacturer probably would have had to throw it away as a total loss if the bright idea had not struck somebody of unloading it on an American as rare old stuff. They did so at a price that was appalling."

"Most of our trouble is over art antiquities," said George P. Davis, chief examiner of the Chicago appraisers' stores. "Only about 10 per cent. of the European antiquities brought into Chicago are real. Europe is not letting the old treasures come over here, and the fakers are practicing immense frauds on Americans with money. There is a Chicago millionaire who bought one hundred pieces of what he believed to be ceramics of rare and ancient pedigree. But what he paid thousands for was the work of a modern pottery in Austria and it was not even good modern work."

Head of Jones, McDuffee & Stratton 75 Years Old

JEROME JONES, head of Jones, McDuffee & Stratton, Boston, Mass., was the guest of honor at a luncheon tendered him by the Atlantic Conference, at the Exchange Club, Boston, last month, the celebration marking the seventy-fifth birthday of Mr. Jones. They also took occasion to present to Mr. Jones a copy of Woodrow Wilson's "History of the American People," which was suitably inscribed, Charles T. Gallagher making the presentation address. The other speakers were Gen. Charles H. Taylor, Samuel L. Powers, Melvin O. Adams, A. Shuman, presiding, and Mr. Jones himself. In telling of his long business career Mr. Jones took his hearers back to the times of Franklin Pierce's presidency; his first start in a grocery store and subsequent rise through the various positions of railway mail clerk, clerk in Norcross's crockery store, salesman and foreign buyer, to the head of the present firm, being a story replete with interesting experiences.

Gen. Taylor stated he regarded Mr. Jones's career as an example of what John J. Ingalls had in mind in

his lines on Opportunity, except that Taylor believed Ingalls in error in saying that Opportunity knocks at every man's door but once; it kept on knocking wherever the occupant was born with the microbes of industry and ambition, of which Mr. Jones furnished, the speaker thought, so conspicuous an example.

A. Shuman, the president of the conference, in his address said:

"Old friends, as the sage says, are the greatest blessing of one's latter years. They have a memory of the same events and the same mode of thinking. We have young relations who may grow with us, but can they grow old friends?"

"So we dedicate this day to our old friend, Jerome Jones. We grasp him by the hand with all the fervor of old-time friendship and wish him a long continuance and an overflowing measure of this world's blessings—the respect and esteem of his fellow-citizens, the blessing of the companionship of old friends."

Pottery at Spanish Industrial Show

GLASSWARE and ceramics will occupy important positions in the proposed International Exhibition of Import and Export Products, which will be held in Barcelona, Spain, from January to April, 1913, under the auspices of the official corporation, the Producers' Union of Spain for the Development of Export. The exhibition will be held in the buildings, palaces and grounds of the Turo Park, and glassware and ceramics will be classified as follows: Glassware—window glass, plain, colored and frosted; plate glass, engraved, silvered and beveled; blown and molded glass articles, crystals and all kinds of table glasses; illumination articles; plain and fancy stained glass and decorated windows. Ceramics—artistic and fancy ceramics, decorative panels, majolica, baked pottery, all kinds of enamel; tiles, painting and decoration on porcelain.

Growth of the China Clay Industry

THE china clay trade seems destined to develop into proportions beyond expectation. The china clay business has been described as an exclusively English industry, but other countries have had a share of the business, especially Germany. In commenting on the industry, a London newspaper states:

"The china clay trade hitherto has been almost entirely in private hands, but it is likely that more attention will be given to it in future. More than one hundred and fifty years have elapsed since china clay was discovered a few feet below the surface at Carclaze, St. Austell, but to-day this product is put to many and various uses in the arts, mixed with other clays for pottery and porcelain, in many materials is a dilutant and in paper, textile linoleum, ultramarine and other manufactures to a considerable extent.

"The demand for and the large profits obtainable from the marketing of china clay is a matter of common knowledge to people in mid-Cornwall especially.

There are probably some one hundred merchants in Cornwall in the three generations who have made great fortunes from the industry. The demand for the commodity is fast increasing, by virtue of its more extensive use in all phases of life and the spread of civilization, so that not only is there a regular market, but a market for additional output."

The Glass Milk Bottle vs. the Paper

WILL succeeding generations have their milk delivered in glass or paper bottles? Glass, no doubt, is the answer of the great majority, and time only will tell. Twenty-one years ago the feasibility of a paper milk bottle was discussed and after many experiments failed.

The paper milk bottle is at a standstill just at the present, but how long no man knows, for it is bound to come. It must not have a coating or varnish of any kind with an odor, however slight.

The paper must be free from certain chemicals and solubles, must be strongly made, and the shape be of commercial utility to facilitate quick handling in filling and for delivering on the route. It must have a neck (the present glass milk bottle is the best shape that has been devised for quick handling). Shape means much from a commercial standpoint and is very important for strength. Shape is a great feature to the consumer.

The glass milk bottle is an evolution from the individual tin milk can, but it has served its day and served it nobly. The once called germ theory of other days is no longer a germ theory but an established germ fact. Therefore, it is true the glass milk bottle, used over and over again, is unsanitary and a menace, and must go.

The bottle that can be used only once; the bottle that can be hermetically sealed; the bottle that will be pure and wholesome; the bottle that can be cheaply made to be thrown away after serving its purpose; this and only this is the coming of the paper milk bottle.

New China Shop For St. Louis

THE usual phenomenal realty and business development which follows in the wake of large establishments is again evidenced, this time in St. Louis, Mo., the block surrounding the Scruggs, Vandervoort & Barney Dry Goods Company's Store having become one of the retail centres of that city in a very short time. The latest business venture to open in that neighborhood is a large china and glassware store, which will be conducted by Louis Kaminsky, for many years a member of the old firm of Withmar, Gray & Kaminsky, dealers in pottery, china and glassware. In 1907 the block between Olive and Locust streets on Tenth street was undeveloped, but upon the opening of the large dry goods store business buildings were at once put up and at present there is scarcely a vacant store in the block. The Kaminsky store occupies an imposing corner location at Tenth and Locust streets.

News from the Potteries

East Liverpool, O.—It is evident that the Warner-Keffer Pottery plant in this city will not resume operations—at least this year. J. R. Warner, who was at the head of this company has, since the company went into bankruptcy, left for California where he expects to locate. Harry A. Keffer, who was also a member of the firm, has become identified with the sales department of a tile manufacturing company. Fred Kline, who was in charge of the sales department of the Warner-Keffer company, is now general manager of the Colonial Pottery Company. The plant was bought in by bondholders, who have not expressed a desire to operate it.

Kittanning, Pa.—Report is current that the Pennsylvania China Company has been negotiating with the West Penn Railway Co. for the installation of electric power, thereby substantiating the rumor that this company will enter the electric porcelain field very soon. It is said that hereafter two kilns of the company, at Ford City, are to be used for electric porcelain products, but the report that this entire plant would be used for this product is in error. F. H. Patterson will have charge of the new department, the domestic pottery department continuing under the direction of C. L. Gray. At the present time the plant is running to full capacity.

Philadelphia, Pa.—The Diehl Pottery Company has been reorganized with a capital stock of \$150,000, and will reopen the old potteries, near Quakertown, Pa., in the near future.

Bordentown, N. J.—Connolly & Glaze will shortly start a porcelain pottery in this city, occupying a large building on Elizabeth Street. They expect to start operations as soon as alterations are completed.

Zanesville, O.—Plant No. 2 of the S. A. Weller Pottery Co. was almost entirely wiped out by fire last month, throwing about 125 people out of employment. A delay in sending in the alarm gave the fire great headway and low water pressure prevented the fire department from doing effective work. However, one section of the plant was saved, the loss on the remainder being estimated about \$30,000, the heaviest loss being in machinery and equipment. This is the second fire to visit the Weller pottery, the Putnam plant being completely destroyed seventeen years ago. The burned plant manufactured German ware, flower pots and red ware pottery and has been in operation for a number of years. The loss is covered by insurance.

New Haven, Conn.—The Old Elms Pottery Company, of Hamden, has filed a certificate of incorporation, showing its incorporators to be Joseph C. Lip-

pencott, of New Haven; Harry W. Austin, of West Haven, and John P. O'Halloran. The authorized capital stock is \$10,000 and the business will begin with that amount.

Pittsburg, Kan.—Exhaustive tests of clay in the neighborhood of this place has led to the formation of the Pittsburg Pottery Co., which will erect a factory and begin at once the manufacture of various kinds of clay products. The company is said to be of a co-operative character and has a capital stock of \$15,000.

Paducah, Ky.—The recent purchase of 400 acres of land in McCracken County by Thomas B. Walker, former postmaster at Lexington, Ky., and a number of other Kentucky capitalists, resulted in the organization of The Clay Products Co., which company proposes to ship clay in large quantities to the chinaware centres of Ohio. Another development in this field is the incorporation of the South Paris China Company, Henry County, Tennessee, a charter having been issued to them by the secretary of state on October 9. The incorporators are W. E. McCulloch, W. J. Chipman, T. B. Walker, J. R. Rison and Chester Alexander. This company has a capital stock of \$25,000.

Trenton, N. J.—At a recent meeting of the Board of Directors of the Trenton Potteries Company the regular quarterly dividend of one per cent. on non-cumulative preferred and six per cent. on cumulative preferred stock, payable October 25, was declared.

Mt. Gilead, O.—Even with their modern equipment the Mt. Gilead Pottery Company have difficulty keeping up with the present rush of orders. The company, which manufactures an extensive line of flower pots, etc., filled orders calling for 175,000 pots during one week in October. What is thought to be a very valuable lime deposit has been discovered under the clay on the company's property.

Crooksville, O.—Announcement has been made that the E. A. Hull Pottery Company intend adding another kiln to their No. 2 pottery. This announcement coming so soon after the completion of the company's \$30,000 addition shows the healthy condition of business in this plant.

Philadelphia, Pa.—Demon fire seems to be the arch enemy of the potter, the latest victim to fall in the path of fire being the pottery and tile works of Remmey Sons' Company on the Delaware River. Eight acres of frame buildings were destroyed, the loss being estimated at \$50,000. The Remmey family have been identified with the pottery business since 1662, when their first plant was started in England.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
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METAL AND ALLIED INDUSTRIES

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Having forgotten the election—now for business.

* * *

Let us roll up our sleeves and clear the decks for
action—and then act.

* * *

Nature has broken a record in the cotton crop and
the corn crop; isn't it time we broke a record in busi-
ness?

* * *

The greatest pang of disappointment comes to a
man who sees his competitors walk away with an op-
portunity that he saw first—but didn't use.

* * *

You can talk and argue till you are blue in the face
about the great wave of prosperity that is heading
towards us, but unless you trim your ship while you
are talking, the little fellow with the silent activity is
going to sail away from you on the crest of that wave.
GET BUSY.

THE TARIFF OF A NEW PARTY.

If President-elect Wilson has
anything whatever to say in the
administration of his party dur-
ing the next four years from
March 4, 1913, business men and business institutions,
generally, have nothing to fear from the tariff. Ac-
cording to his own statement, and the statement of
his party, the Payne-Aldrich tariff schedule will be
revised downward, measure by measure, but nothing
will be done immediately, precipitously, or without the
proper consideration which the matter requires. Noth-
ing will be done hurriedly. If there are any changes of

any great extent, and the Democratic party asserts
emphatically that there are, they will be reduced to
the proper level gradually—very gradually—and no
branch of business will suffer in the process.

Some few people are attempting to console them-
selves with the hope that the coming administration
will pass lightly over tariff matters in an attempt to
create a favorable impression for their rule. Such,
however, will not be the case. Both houses of Con-
gress are Democratic in majority, and as the main
bent of every Democrat is towards a low tariff it
is a safe prognostication to say that this matter will
be thrashed out in detail. But this need not cause
fear. The small business, in fact, will profit by a
downward change, and the large manufacturing firms
will suffer no inconvenience, for they have always
found it possible and practical to sell their goods
abroad at a price much lower than they asked and
got in America. If abroad, the question naturally
arises, why not here? Four years from now, when we
are electing another president, the present tariff, high
and low, will have been completely forgotten—for-
gotten in a new crop of panaceas which in a sur-
prising manner every political party can raise over
night. In the meantime, therefore, let us turn our
faces towards the general prosperity that is spreading
all over the country—let us open our eyes to the
present dawn and close them to doubts that may never
materialize.

For some time past the slogan
of the business man in all fields
of commercial life has been
"business for business' sake
only," and any means that might lead to more or better
business were disregarded by him entirely. In other
words, the merchant recognized that somewhere, some-
time, there might be some person who would purchase
his goods, but that it was not up to him to educate
that person to the knowledge of his wares or to em-
ploy any other means than those of simple salesman-
ship to reach him.

Conditions in this respect, however, are gradually
changing and the old merchants of the old school are
being transformed into an army of men who see in
business the outlines of a well defined science. The
members of this new school recognize that a mer-
chant's calling is 95 per cent. of that merchant's life,
that there are no clear cut divisions in his day, that
when his work is finished and his desk is closed or his
sales-pad discarded he does not step out into an en-
tirely different world; that there is no break in the
continuity of his calling, that the time after his work-
ing hours is permeated with just as much business as
are the hours during the day, and that whether he be
traveling here or there, his business and the thoughts
of it are constantly with him.

The realization of this aspect of business is what
has made our commercial giants, is what has made our
Wanamakers, our Gimbels and our Marshall Fields,
and is what will make our big men of the future.

Practical Science Department

Edited by Prof. Charles F. Binns

Good Glazes—and Others; What They Are and How Best to Get Them

THIS IS THE SECOND OF A SERIES OF GOOD COMMON SENSE TALKS ON TECHNICAL MATTERS THAT DAILY CONFRONT THE MANUFACTURING POTTER

Written especially by the Editor of this Department

EDITOR'S NOTE.—So many of our readers have repeatedly asked us to publish articles of a technical character on pottery glazes, etc., that are practical and deal rather with the ordinary run of wares than the average potters produce than those which are distinctly art products, that we have decided to run a series, of which the present article is the second, exactly along these lines. The material is aimed to interest as well as instruct, and we feel sure that the series will find favor with our readers. The next article will be published in an early issue.

Good Glazes—And Others*

IT was stated last month that the fritt then given was scarcely adapted for preparation by the most common method of melting in saggars in the kiln. This is a wasteful method anyway. The long fire of the kiln must inevitably drive off some of the ingredients of the fritt, and the most important of them, at that. It is well established that the most easily fusible ingredients are the most volatile and, as the introduction of these, notably boric acid, is the prime object of making and using a fritt, it follows that the long, slow fire tends to spoil the fritt, or at least to diminish its usefulness. The fact that the saggars must be broken in order to remove the fritted mass also introduces an element of waste.

However, bearing in mind the most usual practice, it is possible to change the fritt, without seriously altering the glaze, so that saggars may be used. The first ingredient to be considered is the red lead. Of this, 43 parts are called for and for these there may be substituted an equivalent amount of white lead to be added to the glaze batch. Red lead is to white lead as 228 is to 258, so that the equation stands $228:258 :: 43:x$, or $x = 48.66$ parts white lead for the batch. The omission of the red lead from the fritt will, of course, make it lighter by the equivalent amount of lead oxide. Red lead is Pb_3O_4 with an equivalent weight of 228 and upon melting with a fritt, or in a glaze, this becomes PbO with a weight of 222, so that the fritt will be 41.8 parts (say 42) lighter and not 43. This is not an important difference but it is well to note it.

The effect of the transfer of lead oxide from the fritt to the glaze will be to make the former less fusible and less seriously affected by a slow fire. It will also diminish the tendency of the fritt to eat into the walls and bottom of the sagger. Lead oxide is very active in its attack upon clay and especially upon the quartz and sand which the clay contains. This action often results in the complete escape of the melting fritt or in any case in the dissolving of some particles of the sagger which spoil the color of the glaze.

No other change can be made in this fritt which will make it less fusible, but the bulk may be decreased by changing over part or all of the feldspar into the

glaze mix. This is not to be recommended as it will make the fritt more fusible and will result in a less perfect fritt. The fact is that if the best results are to be secured some trouble and expense must be undertaken.

There is no doubt whatever that the most satisfactory and inexpensive method of preparing a fritt is on a well built fritt kiln. This doctrine has been preached many times in these columns, but no apology is offered for bringing up the matter again. The fritt kiln is so familiar to all practical men and drawings have been so often published that it is unnecessary to give any description. Its advantages, however, may well be pointed out repeatedly until every important factory has one installed. There is, first, the perfect control of the melting. By the comparatively quick fire, excessive loss by volatilization is avoided. As soon as the melt is completed, the glass is run out. Secondly, this flowing of the glass is the best evidence of a complete solution of the ingredients. An imperfectly melted fritt will not run easily. Thirdly, the melting of fritt in large quantities is the best security against irregularities in composition. There is always less variation in weighing large quantities than in small batches. Fourthly, the fritt being run into water is in the best possible condition for grinding. It can be fed direct to the mill without a preliminary churning if a deep enough water tank be provided. The mistake is sometimes made of running the fritt into shallow water: the chilling effect is lost because the molten fritt gathers in a thick mass under the water. If the tank can be six feet deep, so much the better. And, lastly, there is the question of cost.

Mr. Arthur E. Mayer, in Vol. IX, *Transactions of the American Ceramic Society*, presented a full discussion of the relative cost of fritting by the kiln method and in saggars respectively. He finds that a charge of 750 lbs. of fritt can be melted on a fritt kiln for \$1.77, but is reduced in weight to 570 lbs. The finished fritt thus costs .31 of a cent per pound. To fritt a charge of 350 lbs. in saggars would cost \$3.03, the fritt being reduced to 264 lbs. in weight by the melting process. This makes the cost of the sagger method 1.15 cents per pound, nearly four times as much as the melting on a fritt kiln. Mr. Mayer sets forth his figures in detail and as they are, doubtless, founded on the experience of Mr. Ernest Mayer, they are worthy of study.

Mr. Mayer gives the formula of a fritt which, he says, works well on the kiln. The method of preparing the materials for this fritt is important whether the mixture be used for kiln or saggars. In the first case because a large batch has to be mixed, in the

second, because to produce a repeated supply of small batches demands a high degree of accuracy.

The formula given by Mr. Mayer is as follows:

K ₂ O	.04	} Al ₂ O ₃	{	SiO ₂	2.53
CaO	.69			B ₂ O ₃	.54
Na ₂ O	.27				
		.27			

which would be produced by the following mixture:

Borax		206	lbs.
Whiting		138	"
Feldspar		44	"
China Clay		118	"
Flint		220	"

726 lbs.

Obviously the difficulty of preparing and mixing such a mass as this is considerable. Mr. Frank Walker, in Vol. II, *Transactions A. C. S.* explains a plan which he had in use for overcoming this difficulty. He does not state how the materials were crushed but simply that they were made "as nearly uniform in fineness as possible." The charge was then fed to an empty ball mill across which, and an inch from the inner circumference, three four-inch boards were fixed. These boards had the effect of carrying the material around as the cylinder revolved and as each reached the top, the burden it carried was dropped. This accomplished a perfect mix but is effective only, of course, when a previous crushing of the materials had been performed. Borax, as is well known, often comes in large lumps. It can be had as small crystals or as powder, but only at increased cost. It is not difficult to crush the crystals to pass a half inch mesh, which is quite fine enough. The other lumpy ingredients such as china clay and perhaps whiting are softer and could be rubbed through a quarter inch sieve without much difficulty. Lumps of china clay, however, even of this size only dissolve slowly in the fritt.

Another plan is to weigh out the insoluble ingredients, in the present case these would be all except the borax, and either blunge them to a slip or grind them together in a ball mill. The slip is lawned, and dried and the dry material is powdered. The mixture is perfect and only the borax need be added. The final mixing of powder and borax may be done by hand because a very intimate mixture is not necessary. The borax in its melting will take hold of and incorporate the powder much more easily than it would separate lumps of each ingredient.

(To be continued)

Sebring, O.—Every pottery here is working to its capacity, but the scarcity of help in some departments is very acute. During the last eight months dozens of general ware clay workers have left this branch of the trade to take positions in the sanitary branch, and this has left many vacant benches in domestic lines. The shortage of workmen in the Sebring plants is also noticeable in some of the other potteries in eastern Ohio.

Talks With Buyers

A New Department in Which We Will Record From Time to Time the Observation of Prominent Buyers on Pertinent Business Topics

FREQUENTLY we find in our mail a query, generally from some sun-kissed section of the country where at times we allow our wanderlust ambitions to amble, asking us to answer that great question, "Does New York offer a better chance for the crockery salesman to reach the top than the country stores?" A great many people would answer that question "Yes and No," but in order to ascertain conditions which govern advancement in this city we sought out an authority, a man who has spent forty years in the crockery business and rose from the bottom to the top of the ladder. Big game hunting requires considerable stalking even in New York, but we finally ran our prey down on the floor of his vast department, personally attending to the wants of two particularly exacting customers. Squaring his shoulders and smiling in a reminiscent sort of a way, John Ling, buyer and manager of Gimbel Brothers' New York china and glassware department, stated with pleasant emphasis:

"In my opinion a young man has the same chance of advancement in New York that he would have in any other part of the country—that is, if he is willing to work hard and has the health to do it—if not, heaven help him, New York certainly will not. There are many chances of advancement in the large departments and no matter what section of the country a man is in the road to success is blazed along but one trail—conscientious application and a natural aptitude for the work."

Mr. Ling is a particularly busy man, especially during an annual sale, but in spite of this he took occasion to voice his opinion on our question "Could the European buying trip be dispensed with in view of the fact that most of the manufacturers are represented in this country?"

"I cannot think for one moment," he stated, "that the annual European trip could be dispensed with by those buyers whose foreign purchases run up to \$20,000. The smaller stores may be able to get along, and there is a very successful department store in Brooklyn the buyer of which never goes to Europe, but the present success of this gentleman does not demonstrate he would not be more successful were he to make the trip. Then again, the European buyer can only be successful if he can leave his department in the hands of some assistant thoroughly competent to handle it. No buyer enjoys these trips, and no man with the interests of his department at heart would care to leave it for three months—nevertheless it is an education in itself and is bound to widen the scope of his activities and cannot be gained in any other way than by a visit to the great pottery and glassware markets."



Notes About New Firms Entering the Pottery and Glass Field and Changes in Old Concerns

KEEPING pace with the rapidly increasing standing of Newark, N. J., as an industrial centre, the retail interests have gradually expanded until to-day Newark is one of the foremost cities in the country as far as modern merchandising and store equipment is concerned. On Wednesday, October 16, L. Bamberger & Co. opened to the public their magnificent new building, erected at a cost of two millions of dollars, and added another link to the chain of modern department stores to be found in that city. The store is of Gothic architecture and stands on an L-shaped site, having a frontage of 144 feet on Market street and 235 on Halsey street. The new store, like many other enterprises, had its inception in a very modest manner, occupying at its start less than one-half of a floor in the old building, and the firm which was established in February, 1893, by Louis Bamberger, L. M. Frank, and Felix Fuld, remains the same to-day with the exception of Mr. Frank, who died in 1910. The opening was most widely advertised, the copy occupying full page displays in all of the North Jersey papers and some of the New York dailies. In consequence, thousands of people visited the store, the pressing throngs which filled the aisles imparting the air of an exposition rather than that of a commercial house. The basement of the new store is given over to house furnishing goods, china, glass, crystal and art objects, and ranks with the finest and most complete departments of this class in the country. On the opening day the executive staff presented the firm with a large framed oil portrait of the late Louis M. Frank, the member of the firm who died in 1910. The painting is by W. Merritt Chase and has been hung in the auditorium.

It is announced by the firm

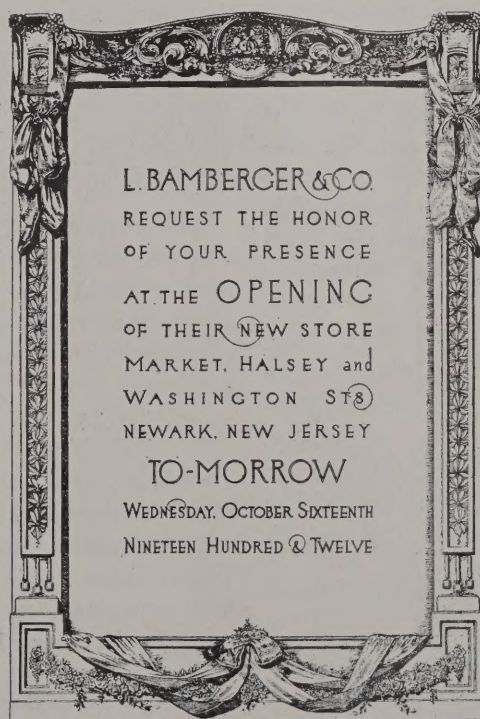
that "Greater Bamberger's will be new in everything but one thing, and that one thing is policy."

The new store of F. A. Gummer has been completed and travelers visiting the coast will find him carrying complete stocks of crockery and glassware, and other home furnishings, at 421-429 East Weber Avenue, Stockton, Cal.

George W. Weller, proprietor of a crockery store in Beaumont, Texas, is contemplating opening a branch in Port Arthur, Texas, in the near future, and it is understood has spent some time in the latter city looking over several available sites. The need of a crockery store in Port Arthur is apparent to Mr. Weller from the number of orders for crockery received by him from that city.

George Hughes & Son, Poughkeepsie, N. Y., are about to erect a five-story business building on Hamilton Street, that city, which they will occupy as a furniture and crockery store. The new building will be thoroughly modern in every particular and of steel and white brick construction, with spacious show windows.

With the opening of the handsome new Rothchild store, Chicago, another spacious and complete crockery department was created. The department is located in the basement of this great ten-story building which occupies almost the entire block on State Street between Jackson Boulevard and Van Buren Street. The fixtures throughout the store are of mahogany, quartered oak and one section is finished in a French gray enamel. Miss E. Brennan is in charge of the department, the cut glass section of which covers 5,000 square feet.



The first of a series of page advertisements used by L. Bamberger & Co., announcing their opening.



Business and Personal Items About Prominent People in Different Branches of the Trade

Joseph G. Lee, general manager of the Potters' Mining and Milling Company, has assumed the general management of the Knowles, Taylor & Knowles Pottery Company, succeeding Thomas B. Anderson, who with E. M. Knowles will operate a fifteen kiln pottery at Newell, W. Va.

B. F. Drakenfeld, head of the firm of B. F. Drakenfeld & Co., New York, dealers in pottery and glass colors, returned from an extensive European trip Oct. 28, on the steamship *George Washington*.

Julius Palme is at present in Europe, having sailed on the North German Lloyd steamer *Kaiser Wilhelm der Grosse* Tuesday, October 29. He is expected to return early in the new year.

Herman Kupper, accompanied by Mrs. Kupper, returned last month from his annual visit to the factories of Chas. Ahrenfeldt and C. C. Schierholz & Sohn, whom he represents in the American market.

William Warrin, the New York selling agent, has increased the scope of his trade and is now the general sales manager for the United States for the Peters & Reed Pottery Company, whom he has represented in the New York market for some time past. Mr. Warrin has appointed sub-agents throughout the country to push the product of this pottery.

C. B. & J. Warner, Inc., with a place of business on Murray Street, New York, recently filed articles of incorporation with the Secretary of State, at Albany, N. Y. They have a capital stock of \$125,000 and are chartered to deal in glass, silver and brass goods. The incorporators are: Charles B. Warner, Samuel G. Isaacs, Joseph Warner, of Newark, N. J.

Robert G. West, for a number of years secretary of the John B. Higbee Glass Company, Bridgeville, Pa., recently severed his connections with that company and has become associated with the sales department of the Pittsburgh Lamp, Brass & Glass Company. He is now on the road showing the latest products of the "Pilabrasgo" line.

The New York office of the J. D. Bergen Company, cut glass manufacturers, now located at 38 Murray Street, will be moved to 32 Park Place about the first of December. The new quarters which they will occupy were formerly used by Cox & Lafferty and are ideal for the display of cut glass. Extensive alterations are being made and Mr. Richard Kohn states he will have one of the handsomest showrooms in the district when completed.

It is rumored in East Liverpool pottery circles that the general offices of the Edwin M. Knowles China Company, at present located in the Chester plant, will be transferred together with the general display room, to their new Newell plant when completed.

Harry Heuman, forty-six years old, died at his home in New York city very suddenly, Tuesday, October 29, of heart disease. Mr. Heuman was identified with the cut glass trade and was a graduate of Harvard University.

Frederick Skelton has been appointed New York representative of the Caine China Studio and is displaying their line of hand painted fancy china at his showroom, 71 Murray Street, New York.

The Irby & Gilliland Company, Memphis, Tenn., who recently went into the hands of a receiver, have filed a petition in bankruptcy in the United States court. The company were wholesale dealers in china, crockery, queensware and tinware. The assets are scheduled at \$94,176.88, while the liabilities are listed at \$97,716.24.

Robert Frankston is now in charge of the china, glass and furnishing departments of Hale Brothers, San Francisco. He was formerly with Parker Bros., Los Angeles. Hale Brothers are now occupying their handsome new store, the formal opening of which took place on October 31.

George A. Granville has been appointed manager of the Boston office of the Allen Cut Glass Company, of Johnstown, Penna. Mr. Granville will represent the Allen firm throughout New England, making his headquarters at Boston.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

The Beaver Valley Glass Company are showing a new American Beauty rose design, needle-etched on a full crystal blank, with cut star bottom. The new decoration is to be had on stemware and table wear and is shown at the showrooms of Frederick Skelton, 71 Murray Street.

The "Atlantic" cutting on bowls, celeries, nappies and fern dishes is one of the latest designs of the Crescent Cut Glass Company, of Newark, N. J., for whom H. Benedikt is the New York representative. The "Atlantic" consists of a deep mitre and star cutting in combination with an all over chair bottom pattern and is in keeping with the many beautiful designs now shown in cut glass.

Although their present local salesrooms seem rather crowded, this has not hindered the J. D. Bergen Company, Meriden, Conn., from sending their New York representative, Richard Kohn, their latest innovations in cut glass. Buyers have learned to go to the Bergen Company when in search of novelties, and this season finds this firm prepared to meet almost every demand. Delightful novelties for the Christmas trade are seen everywhere, but what would undoubtedly please women purchasers best are the toilet articles and dresser sets. Puff and powder boxes, glove cases or jewel cases, as the case may be, in a rich chair bottom cutting and a variety of styles, such as square, round, or heart shape, all silver mounted and silk lined, are to be had at exceptional prices considering the quality of the goods. This firm will offer a larger display and show a fuller line when they take possession of their new showrooms at 32 Park Place about the first of December.

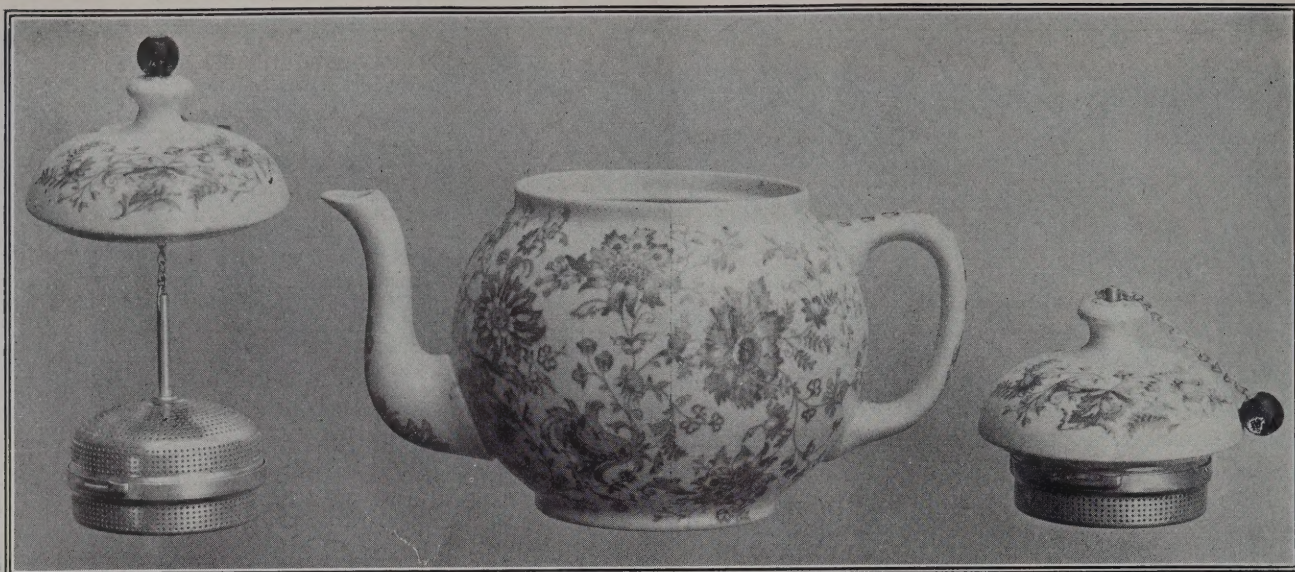
Although the complete fall line is not as yet on display, the visitor to the salesrooms of E. R. Thielier is readily captivated by the immense line of attractive items carried, all the product of the celebrated factory of Villeroy & Boch and known to the trade as "Mettlach" inlaid stone ware. The stamp of distinctiveness is seen on every item, and the wonderful possibili-

ties of this ware are attractively shown in the many splendid designs and shapes of their line of serving trays for breakfast sets. The decorations are principally conventional, art, and floral patterns, all delightfully set off in delicate two tone colorings. The rims and handles are of brass, heavily nicked. Many novel and useful articles are also shown, but the line of condiment sets is probably the strongest shown in the district and have proved strong sellers in both the crockery and house-furnishing departments of the leading stores.

A beautiful line of combination cuttings and rock crystal from the famous Kosta Crystal factory, Sweden, is a strong feature of the display of J. H. Venon, their sole agent in this country. The salesrooms, which are located at 43 West Fourth Street, just west of Washington Square, sparkle with the brilliancy of the cuttings, which have been beautifully executed on a line of bowls, sugars and creams, compots, etc.

The import lines of Blakeman & Henderson are being assembled, and if advance samples of dinnerware and fancy china can be taken as criterion, the new line will surpass anything this firm has shown in the past. Their line of service plates is exceptionally strong and carries exquisite decorations with heavy matt gold bands on new shapes.

The latest American ideas in hand decorated china, embracing many beautiful designs on delicate tinted and variegated grounds, are displayed at the showroom of Frederick Skelton, 71 Murray Street, Mr. Skelton having just received his first samples from the Caine China Studio, Akron, Ohio, whom he will represent in the market. Every piece produced by this concern is exclusively hand painted on white Bavarian or Limoges china and it would be difficult to describe the many beautiful pieces shown. The line while exceeding high class in every particular is a moderate priced one and should find a ready sale in



Teapot with German silver tea ball suspended through cover brought out by The Buffalo Pottery Co.

the better class of department and china novelty houses. The line throughout is heavily gilded on the edges and handles, the best Roman gold being used. Although fancy china predominates, they also offer a gold bordered dinner service. This set is an open stock pattern and new pieces can be supplied at any time, either lettered or unlettered. Included in the samples received are a number of ladies' dresser sets. One in blue forget-me-nots and pink roses on a white ground with blue bands and outline is exceedingly attractive. Other beautiful conceptions are sugar and cream sets, tea, coffee and chocolate sets, tankards, vases, etc. The line must be seen to be fully appreciated.

A New Pottery and an Increase in an Old One

EVIDENCE of the ever increasing demand for domestic pottery is to be had in the announcements, almost simultaneously, that two fifteen-kiln pottery plants are to be erected at Newell, West Virginia, one by Edwin M. Knowles and Thos. B. Anderson, and the other being an addition to the present plant of the Homer Laughlin China Co. The plant to be built by Messrs. Knowles and Anderson will cost approximately \$250,000. Mr. Knowles is president of the E. M. Knowles China Co., of Chester, W. Va., and vice-president of Knowles, Taylor & Knowles Pottery, East Liverpool. Mr. Anderson, his associate in the enterprise, is also a stockholder in the K., T. & K. Co. and general manager of the plant. Both parties will sever their business connections with the K., T. & K. Co. It is expected that the new plant will be in operation by March, 1913. It is to be three stories in height and four hundred feet long and will be constructed of brick, and in addition to the fifteen biscuit and glost kilns it will contain twelve decorating kilns. The plant will contain every modern appliance for the health of the operators as well as the most up-to-date equipment money can buy. From four to six hundred people will be employed. The Knowles plant will be located opposite the Homer

Laughlin plant, which will be increased in capacity to forty-seven kilns by the addition spoken of above, giving it a greater capacity than the five Sebring, Ohio, potteries. Plans for this addition have been drawn up and it is proposed to start the work of construction early in the spring of 1913. It will give employment to five hundred people.

A New Movement in Pottery Art

THE new movement in production of artistic stoneware pieces for household adornment and decoration or for utility, including beakers, vases, platters and jars, was revealed to Philadelphians by an exhibition in the alumni rooms of the School of Industrial Art last week.

The exhibition was divided in three parts. Two of these showed what is being done in Italy to forward this renaissance, and the other what the School of Industrial Art is doing in the same direction, influenced by the Italian movement.

In one room there were displayed some most attractive reproductions of majolica ware, principally after Moorish and Italian designs of the golden age of pottery in Spain and Italy. These are the work of Cantagalli of Florence, and have been presented to the school by John T. Morris.

Another room is devoted to a collection of stoneware vases of original design by Galileo Chini, which was shown at the Torino exhibition. These have been presented to the museum by Mrs. James Mifflin, of the Associate Committee of Women.

The third part of the exhibition showed what progress in the designing and working of stoneware pieces in response to the revival is being done in the school. These frankly are called experiments, but they already show that the material is here to carry the work to fuller realization of the true lesson of the movement. This new pottery owes its interest to its novel shape, its incised designs and its color. There is great latitude in all three characteristics, and the general effect is most agreeable and decorative.

Among the Glass Houses

Elmira, N. Y.—Indications point to a revival of the Elmira Cut Glass Co., which discontinued operations the first of last January, the former officials of the company planning to begin operations this month. The company intends to employ about twenty-five or thirty men, increasing the number as the demand arises. The Elmira Glass Co. did not discontinue last year on account of lack of orders, the firm having done a profitable business up to the time of suspension of operations. John G. and George Ferris are at the head of the reorganized company.

Lake City, Minn.—The newest industry to be established here is the cut glass works of which E. J. Strandberg is head. Business was begun recently, and the factory is now running to capacity.

New Martinsville, W. Va.—The Garrett Glass Decorating Works, owned and operated by William Garrett, was destroyed by fire last month. The company was organized about six years ago and produced a line of decorated glassware. The loss to the building and stock is estimated to be between \$15,000 and \$20,000.

Dayton, Ohio.—The property of the Scheuing & Marquis Art Glass Co. was sold at private sale to the Barkelow Metal Products Co., by assignee P. N. Sigler, last month.

Follansbee, W. Va.—The office force of the Jefferson Glass Co. is now occupying the new brick addition. Each department head has separate offices. The new plant of the company at Toronto, Canada, has started operations under the direction of Harry Schnellbach, the general manager of the company. This plant will turn out a line of illuminating glassware, pressware and specialties. L. O. Griffith, formerly of the Follansbee office, will be the active sales manager located permanently at the factory. Miss L. Schnellbach who was also connected with the Follansbee plant has assumed an important position with the Canadian branch.

Springfield, Ill.—The Morgan Art Glass Company, of Chicago, Ill., have filed papers increasing their capital stock from \$2,500 to \$3,500.

Bellaire, O.—Several new lines of attractive tableware and lamp shades have been placed on the market this year by the Imperial Glass Company. The com-

pany has been operating steadily through the past month with about fifty shops on the payroll.

Corning, N. Y.—Robert Lukock, national organizer of the Flint Glass Workers' Union, has engaged permanent quarters in Corning, and present indications are that the union established some time ago will prosper instead of fail as was generally thought when the Shotten Company withdrew their plant to Brooklyn. Mr. Lukock is trying to bring a cut glass firm with a payroll of \$35,000 annually, to Corning, and recently had two members of the company here looking over the vacant buildings of the Corning Cut Glass Company, and have secured an option on them. The establishment of the union employment office in Corning is to meet the demand for glass cutters in Toledo, Ohio, and other cities throughout the country. A reply from the Ohio firm with whom negotiations are pending is expected at an early date.

Youngstown, O.—The Dolde-Wallet Art Glass Company, of this city, has closed a contract to furnish the glasswork for a large hotel now in course of erection in Akron, Ohio. This company recently added a resilvering department and report an excellent business with plenty of orders ahead.

Toledo, O.—Trade conditions are about normal at the big plant of the Libbey Glass Company, in this city. The caster place, pressed blank, tubing, mold-making and cutting departments are making the usual good time and they see no reason why this record should not be maintained during the balance of the year. The firm is experiencing some trouble in getting ample help, a scarcity of which is felt at all factories throughout the trade.

Coffeyville, Kans.—The Mound Valley Glassware Manufacturing Company recently installed new cutting machines in its plant and has also purchased 1,200 acres of gas leases, including six good wells and seven miles of pipe line.

Montreal, Canada.—Glowing reports of a big glass plant to be erected near Montreal by a number of local capitalists have been received and it is said that it will be a \$750,000 concern. The plant will contain two twelve ring continuous tanks and a line of bottles, pressed table ware, punch tumblers and lighting goods will be turned out. David Pugh, formerly identified with the Diamond Glass Company, is the chief promoter and will be general manager of the plant.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



Transvaal is the only province in the great South African Union where the manufacture of china and earthenware is successfully carried on, suitable clays, etc., having been found there in close proximity to the railroad between two large centres of population. Some tiles and pottery are made in the Cape Province and in the Orange Free State, but the main industry is in the Transvaal. Coal is perhaps as cheap there as anywhere in the world, but the transportation charges are exceedingly high and this acts detrimentally to the pottery industry.

The abundance of money produced by the great sugar output of the 1910 season was primarily responsible for the increase in the values of Cuban imports last year. Out of a total of \$1,308,993 worth of glass and crystal imported into the island in 1911, the United States contributed \$310,209 worth, Germany leading with a valuation of \$448,347. Spain's exports amounted to \$119,773; France, \$113,045, and the United Kingdom, \$82,504. Although second in glass and crystal imports, the United States led all other countries in the amount of Cuban pottery, porcelain, etc., imports, the grand total of which amounted to \$949,254. Of this \$282,802 worth was from the United States; \$162,107 from France; \$157,550 from the United Kingdom; \$151,954 from Germany, and \$110,785 worth from Spain.

The United States imported from Prague, in 1911, glassware to the value of \$109,025, and porcelain and pottery amounting to \$3,169. There was a slight increase in the imports of glassware, but porcelain and pottery dropped \$2,639.

Copenhagen, the capital of Denmark, enjoys a distinctive place in the ceramic world and two of its four potteries are known the world over for their celebrated ware. The factory of Bing & Groendahl has again been honored by royalty, its latest special commission being a decorative plate for the German Crown Princess, which is to show a painting of the German Crown Prince on horseback in porcelain colors. The order was entrusted to the pottery when the royal couple were in Copenhagen attending the funeral services of King Frederic VIII, of Denmark.

China and porcelain as well as brass and yellow

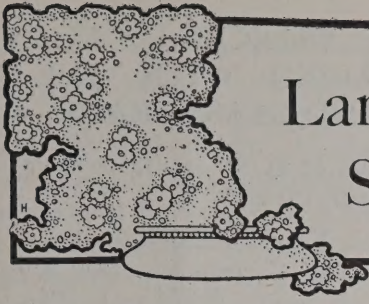
metal are numbered among the principal imports of foreign goods into the Harbin (China) consular district. The value of these during 1910 and 1911 was as follows: Brass and yellow metal, \$29,553 in 1910, as against \$3,000 in 1911; china and porcelain, \$31,909 in 1910, and \$62,045 in 1911. The decrease in brass and yellow metal may be accounted for by the revised customs regulations, which went into effect in August, 1910, and the substitution of a "river dues" tax in place of the tonnage taxes at Harbin and San-sing.

American imports from Southern Italy, during 1910 and 1911, contained many works of art, such as antiquities, bronze statuary and marbles. While these articles did not compare in valuation with the many other importations, the following were invoiced through the American consulate at Naples during these years: antiquities, \$52,341; bronze statuary, \$13,953; and marbles, \$16,332.

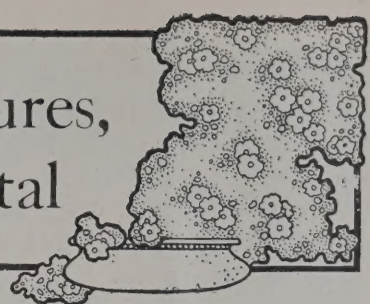
The declared value of china and earthenware exports to the United States, as invoiced through the Saxony (Dresden) consulate in 1910 was \$760,353, which was increased during 1911 to \$915,518. The exports of glassware also were increased from \$111,615 in 1910 to \$116,268 in 1911.

The value of the brick, tile, pottery and various other clay products made in West Virginia in 1911, according to the United States Geological Survey, was \$4,333,420. This is an increase of \$335,375 compared with the figures for 1910.

According to newspaper reports the people of Texas have to be forcibly reminded that their home state is on the ceramic map and that porcelain of the highest grade can be made in Texas of Texas kaolin. This is proven to the folks back home by the splendid exhibit in the Fine Arts Building of the Bureau of Economic Geology and Technology of the State (Texas) University. Reports state that this year's display surpasses anything ever before attempted, the exhibit being arranged on shelves and includes both the finished ware and samples of kaolin, pyrite, cinnebar, agate, etc., from the various sections of the state.



Lamps, Lighting Fixtures, Shades and Art Metal



The discovery of a new glass has led to a new method of lighting, the first use of which will be in the gymnasium of the University of Pittsburgh, the invention being that of Prof. Alexander Silverman, a member of the university's faculty and a graduate of that institution. The experiments which resulted in the devising of Prof Silverman's new glass and which he has named "Parian" glass, were conducted at the factory of Gill Brothers, Steubenville, Ohio, where he was called about a year ago to remedy some defect they were having with colored glasses. At his request a six pot furnace was installed for his use, as well as a completely equipped color room, and as a result he produced a number of new glasses. The new glass is used with Tungsten lamps and throws a light which closely resembles the snowy white Parian marble. The professor, who has given most of his time since graduation to the chemistry of glass, states that Parian glass reflectors will throw the light in its original color, as well as show a greater efficiency than any glass heretofore invented.

Malone & Nicholson, the New York representatives of the Eagle Glass and Manufacturing Company, are showing a number of new designs and finishes in gas and electric shades and globes, both upright and inverted, which should prove ready sellers. The more striking of the new numbers are those carrying a conventional pattern in relief softly tinted with shadings of Roman brown, Tuscan green, and an Austrian amber. All sizes and shapes are shown.

The decorative features of lighting fixtures are artistically portrayed in the immense line now being shown by Edward Miller & Co., at their New York office; portables, hanging domes, and showers in a variety of design, largely along period lines, all show the designer's application of historic styles to meet modern demands and to fully harmonize with the decorative interiors of to-day. Of particular interest is their old ivory finish portable, the upper panels of which are of a snow white art glass with a border panel of tinted yellow, the whole finely overlaid with an intricate metalwork design.

From the large number of sales made this season by Richard Kohn, New York representative of the J. D. Bergen Company, it is evident that cut glass as an illuminating device has become popular. This is especially true in electroliers and hanging fixtures,

in the case of the latter article the richly cut crystal harmonizes in every way with the heavy brass connecting chains and mountings. In order to further cultivate this end of their business the firm recently purchased a large plot of ground in Meriden, Conn., and will commence at once the construction of a large plant which will contain a brass foundry and silver deposit works. When complete this firm will be able to greatly enlarge the scope of their lighting fixture trade. The new plant will be located on Brittaina Street and will contain every modern appliance for high grade workmanship.

Bringing out new ideas or improving upon old ones seem to have become a monthly occurrence with the Pittsburgh Lamp, Brass and Glass Company, scarcely a month passing without some new item being shown at their New York office. Of the recent additions to the line is a number of ceiling fixtures in a beautiful combination of art brasswork and "Delica" illuminating glassware. The showers shown in this new line consist of a large centre dish with four drop lights, some carrying an etched decoration in light brown tint and others in plain white but carrying the same carefully etched design, all mountings and connecting rods being of heavy brass in a variety of finishes. One of particular interest consists of fixtures in verde brass finish with a large centre lily shaped dish and four inverted drop lights of the same pattern. The variegated tints of green of the petals, and darker green pods, form a very pleasing combination. They are also offering a large line of discontinued numbers in portables, a few of them being fitted for gas burners, and a number of domes and showers which are being closed out at exceptionally attractive prices.

A new idea in scientific lamp construction is embodied in the Lyhne lamp, displayed by Malone & Nicholson, New York selling agents of the Beers Sales Company. The lamp, which is a great improvement over the ordinary type of electric portables for reading or office use, its reflector being a perfect parabola, gives a powerful, steady and restful light on the precise spot where wanted. The bulb is inclosed in revolving adjustable opaque shades confining the light to the desired space and perfectly protecting the eyes from all strain and glare.

The Strasburger Co., Inc., who for some time past have been located in 561 Fifth Avenue, New York,

dealing in lamps and lighting fixtures, have leased the building at 658 Lexington Avenue, corner of Fifty-fifth Street. This firm also recently took a long lease to quarters in the Plaza Bank Building, 758 Fifth Avenue. The lessees will remodel the Lexington Avenue building, using the two upper floors for manufacturing purposes and the two lower ones as wholesale warerooms.

An American consular officer in Germany reports to the Bureau of Commerce and Labor that a resident of his district desires to procure the address of the manufacturers in the United States of the Hitchcock lamp, in order that he may correspond with them regarding the sale of their product in Europe. The report number is 9680, care of the Bureau, Washington, D. C.



This form of electric portable lamp is very much in vogue in France at the present time

DIRECTORY OF PRINCIPAL ORGANIZATIONS ALLIED WITH THE POTTERY AND GLASS TRADE

AMERICAN ASSOCIATION OF FLINT AND LIME GLASS MANUFACTURERS

President, Thomas Evans, Pittsburgh, Pa.
Vice-President, Marshall W. Gleason, Brooklyn, N. Y.
Vice-President, A. J. Smith, Pittsburgh, Pa.
Treasurer, E. P. Ebberts, Pittsburgh, Pa.

NATIONAL ASSOCIATION OF MANUFACTURERS OF PRESSED AND BLOWN GLASSWARE

President, E. J. Barry, Toledo, O.
Vice-President, M. W. Gleason, Brooklyn, N. Y.
Treasurer, J. D. Wilson, Tarentum, Pa.
Secretary, John Kunzler, Pittsburgh, Pa.

UNITED STATES POTTERS' ASSOCIATION

President, John M. Pope, Trenton, N. J.
First Vice-President, William Burgess, Trenton, N. J.
Sec'y and Treas., C. C. Ashbaugh, E. Liverpool, O.

AMERICAN CERAMIC SOCIETY

President, Arthur S. Watts, Columbus, O.
Vice-President, Cullen W. Parmelee, New Brunswick, N. J.
Secretary, Edward Orton, Jr., Columbus, O.
Treasurer, Ellis Lovejoy, E.M., Columbus, O.

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President, Gilbert M. Smith.
First Vice-President, John J. Miller.
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The Manufacturer and the Dealer

SOME manufacturers seem to forget that for business to be good with them it must be good with the retail dealers. At least, if they don't overlook this fact, they apparently fail to realize the importance of full co-operation with the retailers. When a manufacturing concern sells a bill of goods to a retail dealer, it will not receive another similar order until the retailer has disposed of those goods. The more the retailer sells the more he orders from the manufacturer, and as the dealer dreads the expense of keeping stock on hand for too long a time, he patronizes the firms who sell him the goods which move quickly and profitably. The manufacturer, whose main object is to load up the retailer, must eventually feel the reaction of such a policy, in a lack of repeat orders, while the wise manufacturer, who considers the wants of the dealer and helps him select the kind of goods that should appeal to his patrons, is the one who gains the confidence of buyers and does not have any worry that they will not return to him when they want to replenish their stock.

Retail dealers should be properly classed, for goods that one can sell quickly, another will keep in his store so long that they become an eyesore to the manager or proprietor and serve as a constant reminder of the lack of consideration on the part of the manufacturer who supplied the goods. It takes only one experience of this kind to make a retailer bitter against a firm and one dealer's attitude frequently influences the feeling of others in his section.

The manufacturers, who are continually endeavoring to help the retailers, do not need any reminder as to the value of co-operation. They know that any effort in behalf of the dealer more than pays for itself in dollars and cents. The manufacturing firms which expend thousands and thousands of dollars in advertising their goods, don't do it simply because they like it. They advertise so that the dealer can sell consumers, and while the retailers reap a direct benefit, they increase their orders to the manufacturers, who in this way make their profits. If the big manufacturers were to refuse to invest enormous sums in advertising because the dealer got larger direct benefits thereby, he would be only following the policy of those manufacturers who will not help the dealers.

Statement of the Ownership, Management, etc., of POTTERY AND GLASS, published monthly at New York, N. Y., required by the Act of August 24, 1912.

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Managing Editor, T. A. Cawthra.....New York, N. Y.
Business Manager, E. J. Huott.....New York, N. Y.
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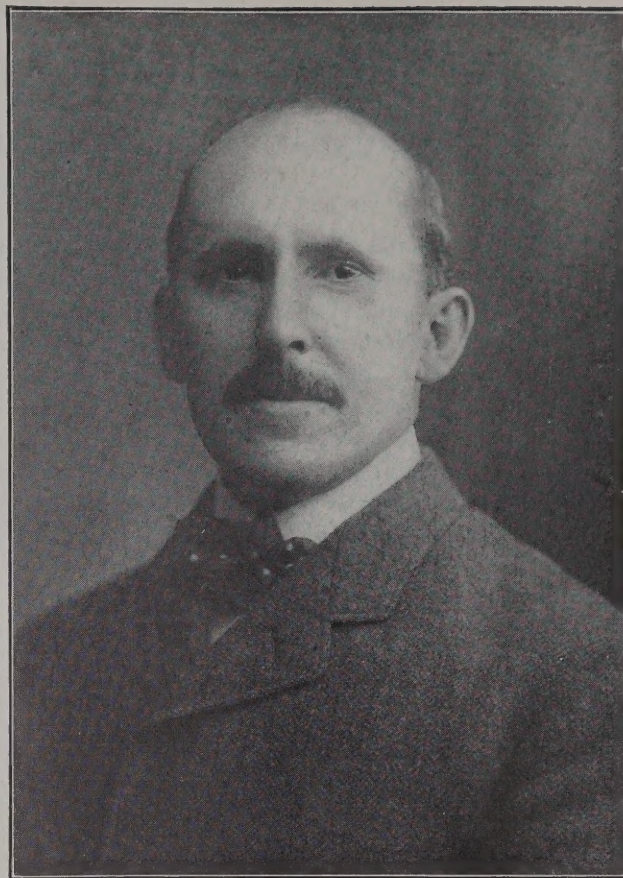
T. A. Cawthra, E. J. Huott, F. F. Lyons, all of New York, N. Y.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: None.

HUOTT PUBLISHING COMPANY,
T. A. Cawthra, President.

Sworn to and subscribed before me this 30th day of September, 1912. John S. Potter, Notary Public.

[SEAL] (My commission expires March 30, 1914)



MARION G. BRYCE.

Bryce, New Head of U. S. Glass Co.

FROM salesman to president of one of the largest producers of glassware in the world, marks the rise of Marion G. Bryce, recently elected president of the United States Glass Company, of Pittsburgh, Pa., and the advancement is the result of diligent application to his duties and his all-round efficiency. Mr. Bryce has been actively connected with the glass business for the past thirty-four years, joining the forces of the United States Glass Company twenty-one years ago, when that firm was first organized. He enjoys a wide circle of friends throughout the trade and is deservedly popular among his business associates. Other officers elected were: Ernst Nickel, secretary and treasurer; Harvey Wilson, assistant secretary and treasurer; William M. Anderson, manager manufacturing department; Marion G. Bryce, manager commercial department; Ernst Nickel, manager accounting department. An advisory committee was created with the following members: M. G. Bryce, W. M. Anderson, Ernst Nickel, J. F. Challinor, S. A. Bryce, and E. W. Bryce.

The American trade with the South African Union, which includes the Provinces of Cape of Good Hope, Natal, Transvaal, and Orange Free State, during 1910 was a prosperous one. Lamps and lamp ware were among the principal imports, the United States exporting \$47,818 worth during 1910. During 1911 this valuation was increased slightly.

Potters Hold Annual Convention

OVER ONE HUNDRED MEMBERS ASSEMBLE IN PITTSBURGH FOR TRANSACTION OF BUSINESS

THE United States Potters' Association, about 100 members, representing almost every branch of the industry, met in annual session, at the Fort Pitt Hotel, Pittsburgh, on November 12. A considerable amount of routine business, together with the election of a new president to take the place of the late lamented John M. Pope, was on the calendar, and the session continued for several days. As we go to press we receive the report of the acting president, Harry D. Wintringer, which is published in full below:

Report of Acting President Harry D. Wintringer.

"I am glad to greet you on our thirty-fourth anniversary, but join with you all in the regret that we do not have with us the one in whom we had placed our leadership this year; and in the lamented death of John M. Pope, our association has not only lost a valued member, but we individually mourn the loss of a clean, upright business associate.

"I am conscious of much more than a passing desire that I might be able to serve you satisfactorily and particularly to bring out with emphasis those points that are so important to us just now. As an organization we have grown steadily and safely over a period of more than a third of a century, until now we are producing annually in our own lines probably \$17,000,000 worth of finished product. A study of the government statistics for the past three years reveals some satisfactory information, chief of which is the authentic report of the total importations for the last government fiscal year, which were \$9,997,698, as compared with \$11,411,665 for the period previous, and \$11,021,126 for 1910. This would certainly indicate that, granted only reasonable protection as had in the few years, for the more thorough development of artistic and graceful shapes and decorations, and especially for the promotion of greater pride in our product, we still have larger and more satisfactory fields to enter.

"In this connection, I should like to respectfully submit an observation I have made of the matter of our decorations. It is that in the past three years, probably greater progress has been made in decorating dinnerware in this country than in any previous period of twice that duration, and I am convinced that this is only the beginning of what we may hope for in this direction in the future.

"There is now much greater scope for the individuality of the manufacturer, due largely to the advent of decalcomaniae, and as a consequence there are hardly two decorated dinner lines of precisely the same merit or style. This should tend to the production of higher class goods of distinct merit and the more we give play to our ambitions along this line, the larger the field exposed to our vision, and the more removed we are from the necessity of ruinous price cutting. Therefore, I suggest that we seriously consider any and all means at our command as an organization to encourage development both in quality and shapes of our product, as well as the just as important feature of decorating and treating these goods in a manner sure to bring us recognition and encouragement.

"I submit for your consideration a proposal that we discuss the advantages of an organization separate and entirely from this, and composed of superintendents, clay shop foremen, heads of decorating departments, etc., intended to be purely social in its functions and to meet say once a month for a modest banquet, providing for a few papers or addresses of mutual interest and for general discussion of topics that will tend to develop and encourage these men. It seems to me that such a project would help us greatly and tend to the better development of the men we are training for these various positions.

"It is unfortunate that we are confronted by a situation now, absolutely requiring a somewhat higher level of prices for our product, and it is quite out of the question for us to ignore the necessity of a readjustment of prices to meet present manufacturing expenses. It is only needed to remind you of the number of us who fell by the wayside during the past year, and it seems to me quite within our right to encourage each other to put prices on our goods that are fair and reasonable, and that will permit us to continue the business we have our capital invested in. This, however, is action beyond the province of this association, as we are all of one mind that no infraction of the law shall be permitted. There may be apprehension in some quarters that we are in danger of suffering a serious setback by the incoming administration, but personally I cannot see the slightest justification for a Democratic Congress reducing the tariff on pottery, for I think of all protected industries it has been demonstrated beyond possibility of argument, that our industry has only fairly and reasonably been protected, and we are all in position to show that every cent of the tariff on pottery has gone directly to the employe and absolutely nothing retained by the manufacturer. It is therefore difficult to conceive any change in the pottery schedule of the tariff even by a Democratic administration, for it means nothing else than a readjustment of wages to meet whatever reduction is made. We invite the closest scrutiny to our business and all the records to substantiate our representations, and while it may not be necessary to 'cross this bridge before we come to it' yet at this season it surely does not seem amiss to clearly and definitely set forth our true condition as regards the effect of a tariff reduction.

"It is surely appreciated by us all that in recent years we have had no friction with our employed, and, furthermore, due to the excellent service of our Labor Committee, we are getting more intelligent consideration from the Brotherhood, so it would seem.

"The day is past, at least in our industry, when we cannot get vexatious labor difficulties adjusted by arbitration in a fair-minded and honorable manner.

"Our association has suffered in the past year in the loss of several prominent members. I have already referred to the death of our late president, and closely following that came the news of the taking away of still another former president, the late Charles W. Franzheim. These gentlemen were both high types of American manhood, and we shall sadly miss the benefit of their counsel and the pleasure of our association with them. I am also called upon to report the death of Joseph Chetwynd, one of our esteemed members, and that of Walter S. Blakeley, an honorary member, and who is well known to all of you.

"In due time I suggest we take action upon and send fitting tribute of our respect and sympathy to the bereaved families.

"In the absence of accurate information I am only able to state that approximately 40 kilns in the general ware business have gone out of existence during the past year, and from information available now it seems that the thriving town of Newell, W. Va., is to have 30 additional kilns in operation some time next year, which will still leave our productive capacity about the same as it has been during the past two years. However, it is gratifying to note that the manufacturer of china is slowly but surely getting a substantial footing in our country, as is evidenced by the distinct merit and excellence of the product of the Warwick China Co., of Wheeling, W. Va.

"General business conditions throughout the country seem very good, and it is to be hoped that we may share in the promised activity and prosperity over the next year. Other matters of interest and treated more in detail will be brought out by the reports of the various committees.

"I thank you, gentlemen, and desire to express the hope that the various matters brought up for your consideration may be handled to your entire satisfaction and to the ultimate good of our association."

W A N T E D

Advertisements in this department, five cents a word. Minimum charge one dollar.

Pottery and Glass, 395 Fourth Avenue, New York.

WANTED:—Local representatives for Pottery and Glass. If you are in any way connected with the pottery and glass trade or any business which brings you into contact with buyers, salesmen, stock clerks, designers, manufacturers connected with this field; pottery, glass lamps, art metal and other accessories; you will have many opportunities of calling attention to this publication. Pottery and Glass is just what they all want. You will find that you can easily add a substantial amount to your income by congenial work that will not interfere with your present duties. For particulars, address Pottery and Glass, 395 Fourth Avenue, New York.

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OBITUARY

B. B. HIGGINS.

B. B. Higgins, head of the firm of Higgins & Seiter, the largest retailers of china and glassware in the world, died at his home in Yonkers, N. Y., Thursday, Oct. 10. He was born in Perry, N. Y., in 1828. His first business venture was in the drug business and it was not until 1884 that he entered the china and glassware trade, engaging with the Ovingtons, in Brooklyn. Together with Charles S. Seiter, in 1887, he organized the present firm of Higgins & Seiter at 52 West Twenty-second Street New York. The business prospered from the start and it is now occupying a ten-story structure on Thirty-seventh Street, near Fifth Avenue. Mr. Higgins was a thorough business man and attended to the business every day until recently.

CHARLES W. FRANZHEIM.

Charles W. Franzheim, a pioneer pottery manufacturer and former president and general manager of the Wheeling Potteries Company, and from 1896 to 1900 president of the U. S. Potters' Association, died at his home in Wheeling, W. Va., Tuesday, Oct. 22, at the age of fifty-nine. He was a native of Wheeling and before entering the pottery field was a banker. He had been identified with the Warwick China Co., Avon Faience Co., and the Colonial Supply Co.

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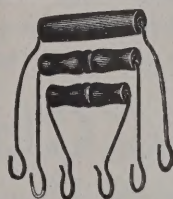
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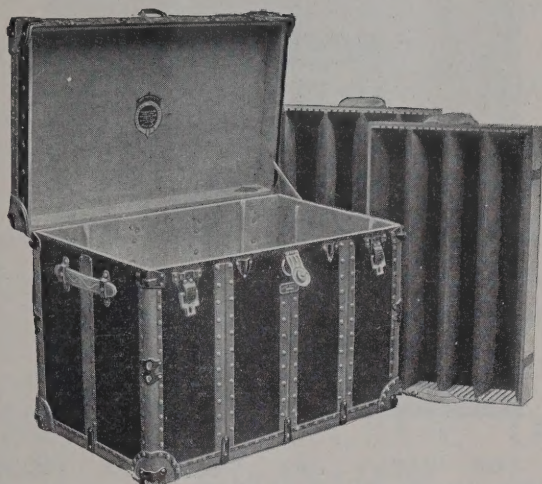
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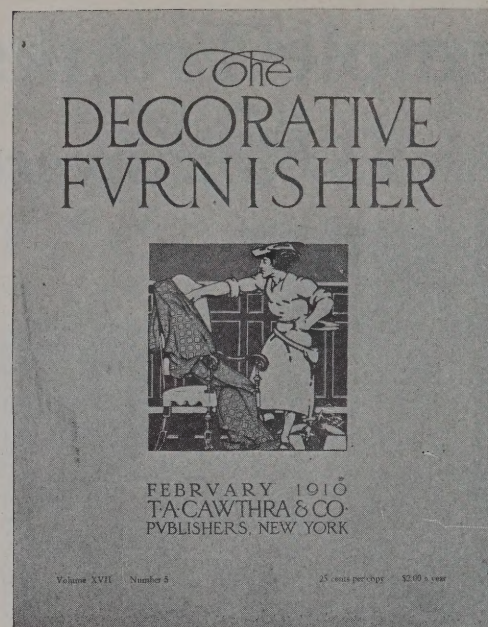
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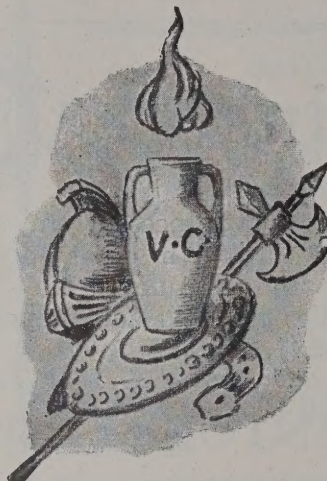
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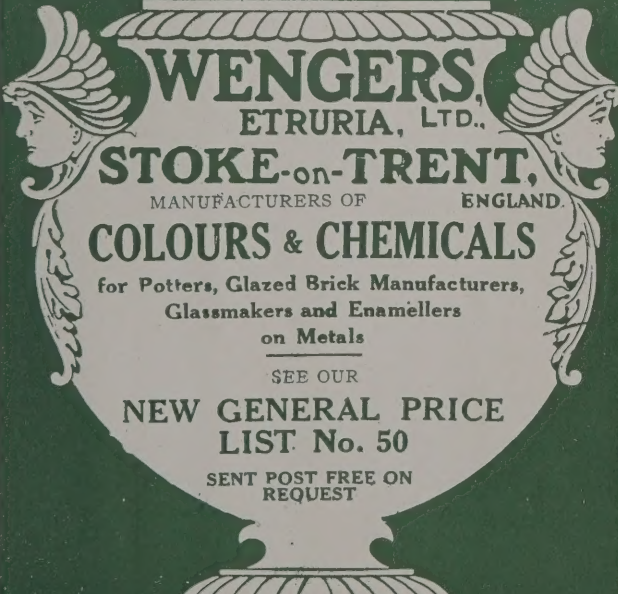
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